

METHOD FOR PROVIDING AND EXCHANGING SEARCH TERMS BETWEEN INTERNET SITE PROMOTERS

Abstract of the Disclosure

A method of assigning keywords to an Internet site or page, comprising the steps of providing a topical category database, assigning at least one keyword to the predefined topical category, providing an Internet site and page database containing information relative to at least one Internet site or page, assigning each Internet site or page to at least one predefined topical category, and assigning each Internet site at least one keyword contained within the keyword list for the site assigned topical category.

Figures